



JOINT MEETING OF THE BORDERS COMMITTEE, THE COMMITTEE ON BINATIONAL REGIONAL OPPORTUNITIES (COBRO), THE MUNICIPALITIES OF TIJUANA, TECATE, PLAYAS DE ROSARITO, AND THE STATE OF BAJA CALIFORNIA

Friday, March 22, 2013

Hospitality Room open from 12:00 to 12:30 p.m.

Meeting from 12:30 to 2:30 p.m.

**SANDAG Board Room
401 B Street, 7th Floor
San Diego**

AGENDA HIGHLIGHTS

- **OVERVIEW OF THE SAN DIEGO REGION AND THE TIJUANA, TECATE, AND PLAYAS DE ROSARITO METROPOLITAN ZONE**
- **CALI BAJA BINATIONAL MEGA-REGION INITIATIVE**
- **GENERAL OVERVIEW OF BORDER ENVIRONMENT COOPERATION COMMISSION WORK PROGRAM**

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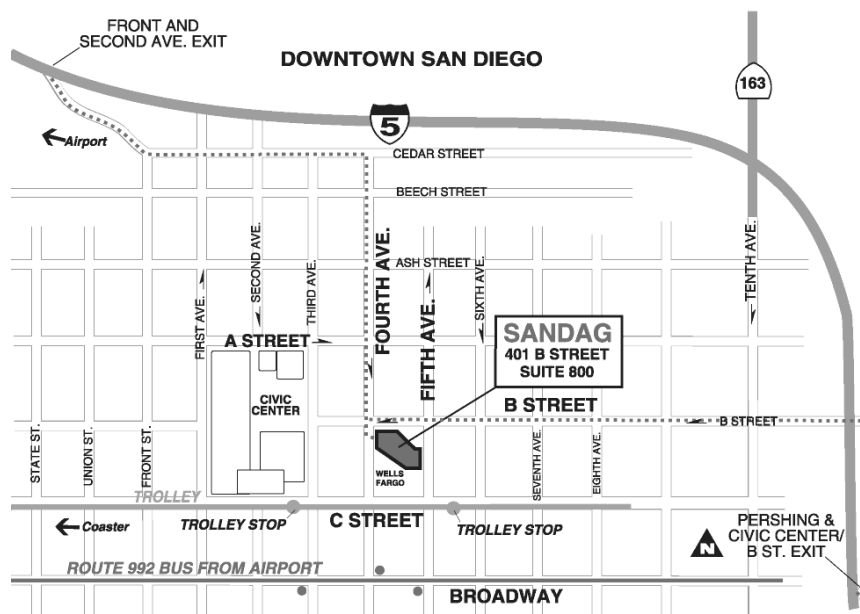
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JOINT MEETING OF THE BORDERS COMMITTEE, COMMITTEE ON BINATIONAL REGIONAL OPPORTUNITIES (COBRO), THE MUNICIPALITIES OF TIJUANA, TECATE, PLAYAS DE ROSARITO, AND THE STATE OF BAJA CALIFORNIA

Friday, March 22, 2013

ITEM #	RECOMMENDATION
+1. APPROVAL OF THE FEBRUARY 22, 2013, MEETING MINUTES	APPROVE

This item requires action only by Borders Committee members. Minutes of the February 22, 2013, meeting.

2. PUBLIC COMMENTS/COMMUNICATIONS

Members of the public shall have the opportunity to address the Borders Committee on any issue within the jurisdiction of SANDAG that is not on this agenda. Anyone desiring to speak shall reserve time by completing a "Request to Speak" form and giving it to the Borders Committee coordinator prior to speaking. Public speakers should notify the Borders Committee coordinator if they have a handout for distribution to Borders Committee members. Public speakers are limited to three minutes or less per person. Borders Committee members also may provide information and announcements under this agenda item.

CONSENT (3)

e +3. PRELIMINARY REPORT ON COORDINATION OF REGIONAL PLANNING EFFORTS IN THE SAN DIEGO REGION AND THE TIJUANA, TECATE, AND PLAYAS DE ROSARITO METROPOLITAN ZONE (Rodolfo Argote, IMPLAN, and Ron Saenz, SANDAG)	INFORMATION
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On October 26, 2012, the SANDAG Board of Directors approved the recommendations from the 2012 Binational Seminar, including linking proposed regional planning strategies from both sides of the border. This report presents current efforts to address this recommendation.

REPORTS (4 through 6)

4. OVERVIEW OF THE SAN DIEGO REGION AND THE TIJUANA, TECATE, AND PLAYAS DE ROSARITO METROPOLITAN ZONE (Mariano Escobedo, Tijuana's Convention and Tourism Committee; and James Clark, San Diego Regional Chamber of Commerce)	INFORMATION
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This presentation describes unique business and tourism characteristics of the international border area formed by 18 cities in the San Diego region and three municipalities in the Tijuana, Tecate, and Playas de Rosarito metropolitan zone.

- e +5. **CALI BAJA BINATIONAL MEGA-REGION INITIATIVE (Cristina Luhn, San Diego Regional Economic Development Corporation)** **INFORMATION**

This presentation will provide an update on the development of the Cali Baja Binational Mega-Region Initiative. This initiative is a long-term economic development strategy partnering San Diego County, Imperial County, and Baja California for global competition.

6. **GENERAL OVERVIEW OF BORDER ENVIRONMENT COOPERATION COMMISSION WORK PROGRAM (José Mario Sánchez, Deputy General Manager of the Border Environment Cooperation Commission)** **INFORMATION**

The Border Environment Cooperation Commission (BECC) and the North American Development Bank (NADB) were created in 1993 under a side-agreement to the North American Free Trade Agreement for the purpose of enhancing the environmental conditions of the U.S.-Mexico border region and advancing the well-being of residents in both nations. BECC focuses on the technical, environmental, and social aspects of project development, while NADB concentrates on project financing and oversight for project implementation. This report will highlight BECC's key accomplishments, as well as general operational information, goals, and challenges.

7. **UPCOMING MEETING** **INFORMATION**

The next meeting of the Borders Committee is scheduled for Friday, April 26, 2013, at 12:30 p.m.

8. **ADJOURNMENT**

+ next to an item indicates an attachment

e next to an item indicates available in Spanish / *junto a uno de los puntos indica que está disponible en español*

San Diego Association of Governments

BORDERS COMMITTEE

March 22, 2013

AGENDA ITEM NO.: **1**

Action Requested: APPROVE

BORDERS COMMITTEE DISCUSSION AND ACTIONS MEETING OF FEBRUARY 22, 2013

The meeting of the Borders Committee was called to order by Chair John Minto (East County) at 12:33 p.m. See the attached attendance sheet for Borders Committee member attendance.

Chair John Minto welcomed the Borders Committee members and guests.

1. APPROVAL OF MEETING MINUTES (APPROVE)

Action: Upon a motion by Mayor Teresa Barth (North County Coastal) and a second by Councilmember Al Ovrom (South County), the Borders Committee approved the minutes from the January 25, 2013, Borders Committee meeting.

2. PUBLIC COMMENTS/COMMUNICATIONS/MEMBER COMMENTS

Kevin Swanson (Syntropic Systems), member of the public, introduced himself to the Committee and spoke on various projects in the San Diego Region such as Balboa Park and the Port of Entry (POE).

Supervisor John Renison (Imperial County) welcomed and introduced the new appointed alternate member Mayor Pro Tem Bill Hodge, City of Calexico (Imperial County), to the Borders Committee. Supervisor Renison provided a brief report of a recent meeting held this week with the U.S. General Services Administration (GSA) and the U.S. Customs Border Protection (CBP) on the realignment of the SENTRI lane which is located at the Calexico East POE in Calexico, California. The SENTRI lane is currently located on the far left and will be relocated to the far right. Supervisor Renison announced that he and the Board of Supervisors will attend the upcoming National Association of Counties Conference scheduled on March 2-4, 2013, in Washington, D.C. The Imperial County Board of Supervisors will be meeting with GSA, CBP, and others in Washington, D.C. on public-private partnerships and encouraged the Committee to provide input or submit any questions.

CHAIR'S REPORT (Item 3)

3. UPDATE ON SANDAG'S REQUEST TO U.S. GENERAL SERVICES ADMINISTRATION REGARDING THE SAN YSIDRO PORT OF ENTRY MODERNIZATION PROJECT (INFORMATION)

This report updated the Committee on the response from the GSA to the request from the SANDAG Board of Directors related to the future Intermodal Transportation Center at Virginia Avenue.

Chair Minto introduced this item.

David Alvarez, Councilmember (City of San Diego), commented on this item. Councilmember Alvarez reported that a meeting with the GSA will be held next week and will provide a report to the Committee next month on progress of funding allocated for the new pedestrian border crossing infrastructure.

Chair Minto (East County) thanked Councilmember Alvarez for providing this update and thanked him for representing SANDAG and the Committee on various border crossing issues.

Chair Minto presented the item and responded to questions.

Action: This item was presented for information purposes only.

REPORTS (4 through 10)

4. PROPOSED THEME AND DATE OF THE 2013 SANDAG ANNUAL BINATIONAL EVENT (APPROVE)

Every year since 1997, SANDAG organizes an annual binational event. The Committee on Binational Regional Opportunities (COBRO) proposed that the 2013 binational event be held on Tuesday, June 4, 2013, focusing on regional competitiveness two decades after the signing of the North American Free Trade Agreement (NAFTA) among the United States, Mexico, and Canada.

Chair Minto, introduced this item and speakers.

David Alvarez, Councilmember (City of San Diego), commented on this item and inquired about the Tijuana River Valley – Los Laureles, Tijuana, Baja California.

Kevin Swanson (Syntropic Systems) spoke in favor of the binational event.

COBRO Chair Paul Ganster and Consul General of Mexico Remedios Gómez Arnau presented the item and responded to questions.

Action: Upon a motion by Councilmember David Alvarez (City of San Diego) and a second by Supervisor John Renison (Imperial County), the Borders Committee approved the Committee on Binational Regional Opportunities (COBRO) proposal that the 2013 binational event be held on Tuesday, June 4, 2013, focusing on regional competitiveness two decades after the signing of the NAFTA among the United States, Mexico, and Canada.

5. SUBREGIONAL REPORTS FROM COMMITTEE MEMBERS (INFORMATION)

Members of the Borders Committee reported issues and activities within their subregion that are of interest or under the purview of the Committee.

Chair Minto introduced this item and speakers.

Mayor Teresa Barth, City of Encinitas (North County Coastal), provided a brief update. Mayor Barth reported that the North County subregion has been an unofficial POE to illegal immigrants landing by boat and the Coast Guard has been actively engaged on this issue.

Councilmember David Alvarez, City of San Diego, provided an update on the construction of the Cross Border Facility, the passenger terminal at Otay Mesa connecting to the Tijuana International Airport, which should be completed by Fiscal Year 2014.

Action: This item was presented for information purposes only.

6. REPORT FROM THE CONSUL GENERAL OF MEXICO (INFORMATION)

The Consul General of México in San Diego, Hon. Remedios Gómez-Arnau, contributes to the Borders Committee dialogue by providing periodic reports on binational activities within the purview of the Committee.

Chair Minto introduced the item and speaker.

Hon. Remedios Gomez-Arnau, Consul General of México in San Diego, presented the item and responded to questions. Ms. Gomez-Arnau provided a brief overview on two community programs of the Consulate General of Mexico in San Diego that address health needs in the county: Ventanilla de Salud and the Binational Health Week.

Maria Lourdes Reyes, Consultant to the Consulate of México in San Diego, commented on this item and responded to various questions from the Committee.

Supervisor John Renison (Imperial County) commended this group for implementation of the two community programs provided by the Consulate in San Diego and commented on item.

Kevin Swanson (Syntropic Systems) spoke in favor of programs and commented on a public-private partnership of schools funded by the government in México.

Maria Lourdes Reyes, Consultant to the Consulate of México in San Diego, provided a brief update on the collaboration and movement of these two community programs.

Daniela Alvarado, American Red Cross representative, spoke on the ongoing collaboration between the American Red Cross and the Consulate General of México in San Diego

Action: This item was presented for information purposes only.

7. UPDATE FROM THE SOUTHERN CALIFORNIA TRIBAL CHAIRMEN'S ASSOCIATION (SCTCA) (INFORMATION)

Chairman Mark Romero, representative of the SCTCA on the Borders Committee, briefed the members on issues and activities affecting tribal nations in the region and the state.

Chair Minto introduced the item and speaker.

Councilmember Ed Gallo (North County Inland) commented on this item and asked Chairman Romero to send the Borders Committee members an e-mail invitation to an upcoming event.

Kevin Swanson (Syntropic Systems) spoke about tribal councils and land. Mr. Swanson further commented on establishing various intergovernmental relationships.

Chairman Mark Romero presented the item, and responded to questions.

Action: This item was presented for information purposes only.

8. SAN DIEGO FORWARD: THE REGIONAL PLAN - STATUS UPDATE AND APPROACH FOR REFINING, DEVELOPING, AND INCORPORATING THE POLICY AREAS FROM THE REGIONAL COMPREHENSIVE PLAN (INFORMATION)

Last month, the SANDAG Board of Directors received reports on what we have been hearing from the public and our local jurisdictions on the regional plan, and a final work program and schedule. This report provided this information to the Borders Committee and proposed an approach for how the various regional policy areas that were addressed in the Regional Comprehensive Plan and some new emerging policy areas will be incorporated into San Diego Forward: The Regional Plan.

Chair Minto introduced the item and speaker.

Chair Minto (East County) encouraged SANDAG staff to provide a brief update to the Committee on San Diego Forward: The Regional Plan.

Rudy Ramirez, Deputy Mayor, City of Chula Vista (South County), commented on the proposed white paper and asked SANDAG staff about the diverse outreach efforts integrated within our region.

Ed Gallo, Councilmember, City of Escondido (North County Inland), commented on item and asked SANDAG staff if a deadline has been established to complete this project.

Charles "Muggs" Stoll, Department Director (SANDAG), commented on item and responded to questions.

Phil Trom, Senior Transportation Planner (SANDAG), presented this item.

Action: This item was presented for discussion purposes only.

9. UPDATE ON THE SAN YSIDRO INTERMODAL TRANSPORTATION CENTER STUDY (INFORMATION)

SANDAG (in partnership with the City of San Diego, Caltrans, the Metropolitan Transit System, and the community) is conducting a study to develop a concept and implementation strategy for an Intermodal Transportation Center in the vicinity of the San Ysidro Land POE. Staff provided an update on the study.

Chair Minto introduced the item and speaker.

David Alvarez, Councilmember (City of San Diego), Hon. Remedios Gomez-Arnau, Consul General of México in San Diego, and Rudy Ramirez, Deputy Mayor, City of Chula Vista (South County), commented on the financing strategy and various outreach aspects on this item.

Kevin Swanson (Syntropic Systems) spoke in favor of item and read personal e-mail from Department of Homeland Security (DHS). Mr. Swanson provided several suggestions on proposed intermodal transportation survey.

Rachel Kennedy, Senior Planner (SANDAG), presented this item and responded to questions.

Action: This item was presented for information purposes only.

10. BINATIONAL SEAWATER DESALINATION FEASIBILITY STUDY (INFORMATION)

The San Diego County Water Authority is participating in a binational feasibility study of a large-scale seawater desalination plant that would be constructed in Playas de Rosarito, Baja California, México. An overview and status of this project was provided.

Chair Minto introduced the item and speaker.

Ed Gallo, Councilmember, City of Escondido (North County Inland), commented on item and asked about a timeline on the feasibility study.

Hon. Remedios Gomez-Arnau, Consul General of México in San Diego, questioned the demand of water usage and serving population on both sides of the border.

Supervisor John Renison (Imperial County) spoke on this item and reiterated to the Committee the importance of having other water plans implemented because Imperial Valley may not be able to provide water to San Diego County.

Elsa Saxod, San Diego County Water Authority, presented this item and responded to questions.

Action: This item was presented for information purposes only.

11. UPCOMING MEETINGS

The next meeting of the Borders Committee is planned to be a Joint Meeting with COBRO and the Cities of Tijuana, Tecate, Playas de Rosarito, and the State of Baja California, scheduled for Friday, March 22, 2013, at 12:30 p.m.

12. ADJOURNMENT

Chair Minto adjourned the meeting at 2:22 p.m.

Attachment: Attendance Sheet

Meeting Start Time: 12:33 p.m.
 Meeting Adjourned Time: 2:22 p.m.

**CONFIRMED ATTENDANCE
 FEBRUARY 22, 2013
 12:30 to 2:30 p.m.**

GEOGRAPHICAL AREA/ ORGANIZATION	JURISDICTION	NAME	MEMBER/ ALTERNATE	ATTENDING
South County	City of Coronado	Al Ovrom	Member	Yes
	City of Chula Vista	Rudy Ramirez	Alternate	Yes
North County Coastal	City of Encinitas	Teresa Barth	Member	Yes
	City of Carlsbad	Lorraine Wood	Alternate	No
North County Inland	City of Escondido	Ed Gallo	Member	Yes
	City of Poway	Jim Cunningham	Alternate	No
East County	City of Santee	John Minto (Chair)	Member	Yes
	City of La Mesa	Ruth Sterling	Alternate	Yes
City of San Diego	----	David Alvarez	Member	Yes
	----	Mark Kersey	Alternate	No
County of San Diego	----	Greg Cox (Vice Chair)	Member	No
	----	Dave Roberts	Alternate	No
Imperial County	Imperial County	John Renison	Member	Yes
	City of Calexico	Bill Hodge	Alternate	Yes
COBRO	-----	Dr. Paul Ganster	Member	Yes
	-----	Vacant	Alternate	---
	-----	Vacant	Alternate	---
County of Riverside	WRCOG – Western Water Board	S.R. Al Lopez	Member	Yes
	City of Lake Elsinore	Brian Tisdale	Alternate	No
Republic of Mexico	Consul General of Mexico	Remedios Gomez-Arnau	Member	Yes
	Deputy Consul General of Mexico	Francisco Javier Olavarria	Alternate	No
	Deputy Consul General of Mexico	Alberto Diaz	Alternate	No
Southern California Tribal Chairmen's Association	Mesa Grande	Mark Romero	Member	Yes
	Jamul	Raymond Hunter Sr.	Alternate	No

Caltrans		Laurie Berman	Member	No
		Bill Figge	Alternate	Yes
San Diego County Water Authority		Farrah Douglas	Member	No
		Elsa Saxod	Alternate	Yes
SCAG		Rich Macias	Member	No
		Mathew Gleason	Alternate	No
County of Orange		Vacant	Member	---
	County of Orange	Bill Campbell	Alternate	No

**JOINT MEETING OF THE BORDERS COMMITTEE, COMMITTEE
ON BINATIONAL REGIONAL OPPORTUNITIES (COBRO), THE
MUNICIPALITIES OF TIJUANA, TECATE, PLAYAS DE
ROSARITO, AND THE STATE OF BAJA CALIFORNIA**

March 22, 2013

AGENDA ITEM NO.: **3**

Action Requested: INFORMATION

PRELIMINARY REPORT ON COORDINATION OF REGIONAL
PLANNING EFFORTS IN THE SAN DIEGO REGION AND THE TIJUANA,
TECATE, AND PLAYAS DE ROSARITO METROPOLITAN ZONE

File Number 3400200

Introduction

The 2012 Binational Seminar, entitled "The Mechanics of Crossborder Collaboration: The San Diego Region and the Tijuana, Tecate, and Playas de Rosarito Metropolitan Zone," was held in June 2012, at Caltrans District 11 offices. The seminar was attended by stakeholders and representatives from planning agencies, businesses, and academia from both sides of the U.S.-Mexico border.

Three key recommendations came out of this seminar and were approved by the SANDAG Board of Directors. This report will focus on the following seminar recommendation:

- Promote the inclusion of the State of Baja California and representatives from Tecate and Playas de Rosarito at the next joint meeting of the Borders Committee, Committee for Binational Regional Opportunities (COBRO), and the City of Tijuana. This strategy also would be considered in the development of the upcoming San Diego Regional Plan. Staff also would continue to collaborate with the City of Tijuana Metropolitan Planning Institute (IMPLAN, in Spanish) so that they may consider including these items in the Second Phase of the Tijuana, Tecate, and Playas de Rosarito Metropolitan Zone Strategic Plan.

Discussion

To follow up on this recommendation, representatives from the State of Baja California, Tecate, and Playas de Rosarito were invited to participate at this joint meeting. This report outlines selected issue areas identified in both regions' existing planning documents that present opportunities for collaboration. These plans include the Tijuana, Tecate, and Playas de Rosarito Metropolitan Zone Strategic Plan (Metropolitan Zone Strategic Plan), the San Diego Regional Comprehensive Plan (RCP) and the San Diego 2050 Regional Transportation Plan/Sustainable Communities Strategies (2050 RTP/SCS). There is also a discussion regarding future planning efforts that could present further opportunities for collaboration.

Environment

Both regions' existing plans address the environment in their respective documents. The Metropolitan Zone Strategic Plan identifies the following environmental issues as priority areas on a regional scale: environmental sustainability, improved air quality, conservation and rehabilitation, sustainable management of the coastal zone, fostering environmental values through environmental education, increased environmental monitoring and management by the appropriate government agencies, and climate change adaptation.

Environmental issues also are addressed in the RCP and the 2050 RTP/SCS. The RCP addresses these issues on a binational and a regional scale. Among the many recommendations, the plan calls for linking habitat corridors in San Diego County with neighboring counties and calls for Mexico to create interregional and international nature preserves. It also promotes a crossborder cooperative effort to protect border communities from potentially harmful environmental impacts of projects on either side of the U.S.-Mexico border. Other regional priorities include maintaining clean air and water, viable natural habitats, and a well-managed shoreline.

The 2050 RTP/SCS regional approach to environmental issues is to evaluate strategies for adapting to climate change and the inclusion of a Sustainable Communities Strategy that integrates land use and transportation planning, which will help reduce greenhouse gas emissions. In addition, the 2050 RTP/SCS makes border-specific recommendations to promote the use of technology and best practices to reduce vehicle emissions due to congestion and idling at the border.

Energy and Water Supply

The Metropolitan Zone Strategic Plan has identified improving the management of water resources as an important goal. Although the Baja California's State Commission on Public Services (CESP) is the primary agency with this responsibility, this goal has been incorporated into the Metropolitan Zone Strategic Plan. The Metropolitan Zone Strategic Plan also promotes improved efficiency in the use of energy and development of new renewable sources.

The RCP recommended increasing the use of renewable energy resources throughout the binational and interregional region and coordinating long-term water planning with surrounding counties, Mexico, and tribal governments. In addition, the RCP calls for maximizing border region water resources through diversification strategies such as transfer agreements, water recycling and reclamation, seawater desalination, and sustainable groundwater development.

Transportation

The Metropolitan Zone Strategic Plan addresses transportation by advocating regional and cross-border integration. It puts the metropolis in its regional context, highlighting the connectivity between urban centers, regional corridors and border crossings. It also promotes the development of a sustainable and comprehensive land use and mobility system that favors the use of public and non-motorized transportation.

The 2050 RTP/SCS also identifies transportation strategies linked to the border. In general, it supports coordination of transportation projects with neighboring jurisdictions and promotes the use of technologies and best practices to reduce vehicle emissions due to congestion and idling at the border. It also seeks to secure funding for needed transportation infrastructure in the region's border area (e.g., San Ysidro Port of Entry, State Route 11, and the Otay Mesa East Port of Entry),

and endorses coordinating border related capital and operating improvements with the U.S. General Services Administration.

The RCP also supports the use of technology at the international land ports of entry, as well as the expansion of SENTRI-like programs for travelers and cargo. Regarding the issue of border crossing delays, the 2050 RTP/SCS recommends that SANDAG work with Caltrans, the U.S. Department of Homeland Security, U.S. Customs and Border Protection (CBP), and other related agencies to monitor the impacts of northbound and southbound traffic delays at the international land ports of entry and explore opportunities to mitigate these delays. It also recommends that SANDAG work with CBP and Caltrans to secure funds to develop performance indicators such as levels of service for private and commercial cross-border vehicles as well as pedestrian wait times at the ports of entry.

In the area of transportation there are opportunities for both regions to coordinate transportation access and connections to the border and collaborate on improving the flow of people and traffic across the border. SANDAG is developing a new tool or Activity Based Model to forecast travel demand within the San Diego region that also has a crossborder travel component.

Homeland Security

The Borders Chapter of the RCP outlines how improvements can be made to binational ports of entry through the application of new technologies and increased involvement of local agencies.

The Metropolitan Zone Strategic Plan does not address this specific issue.

Economic Development

In the area of economic development, the Metropolitan Zone Strategic Plan proposes the consolidation of the planning process of infrastructure, economic, and social development of the Metropolitan Region. It also supports identifying mechanisms for metropolitan management, which will allow for dialogue between different stakeholders, promotes sustainable development, and works toward inter-municipal integration and shared financing for strategic projects.

In the San Diego region, the RCP identifies the SANDAG Regional Economic Prosperity Strategy as its primary economic element. The strategy's recommended actions call for infrastructure investment and public policy support in key areas to strengthen the region's economic foundation. The strategy makes connections between a robust economy, sufficient land for jobs and housing, a superior infrastructure system to support business and industry, and an education system that prepares residents to succeed in the workforce. Its focus on the border is to promote coordination of shared infrastructure, efficient transportation systems, integrated environmental planning, and economic development with its regional neighbors. In addition, it advocates economic development strategies and the enactment of policies and measures that promote economic development along the border with Mexico.

Housing

The Metropolitan Strategic Plan addresses housing by calling for the promotion of high quality housing, infrastructure, public services, and urban projects that are accessible to the general public and that contribute to enhancing the quality of life of the general population. It endorses the creation of prosperous communities through architectural and urban projects that enable the population to fully develop and thrive.

At the binational level, the RCP proposes developing a partnership with authorities in Mexico to address the issues of accessibility to jobs and housing in the crossborder region.

Society/Family/Culture and Digital City

The Metropolitan Zone Strategic Plan promotes a strategy to spread and develop cross-border art and culture, and identifies Digital City as a strategy to promote innovation, research and technology development, and the consolidation of information and compatible networks. Its goal is to expand free metropolitan access to the internet and to modernize city administration by providing digital means of completing transactions within the city, schools, businesses, and other relevant institutions.

San Diego region's plans do not address these specific issues.

Coordination/Collaboration

In the area of coordination and collaboration, the Metropolitan Zone Strategic Plan proposes to improve coordination and joint planning in the metropolitan cross-border sector. This would be accomplished through the creation of a binational mechanism for border planning and promoting the Cali Baja Binational Mega-Region Initiative.

The RCP's approach is to strive to create a regional community where San Diego County, 18 local cities, three neighboring counties, 17 tribal governments, and northern Baja California, Mexico mutually benefit from San Diego's resources and international location. In addition, it encourages the coordination of shared infrastructure, efficient transportation systems, integrated environmental planning, and economic development with its regional neighbors. The RCP recognizes that the San Diego region needs support from its northern and eastern neighbors to acquire funding for trade corridor infrastructure in the international border zone. The RCP also identifies SANDAG's binational collaboration via the SANDAG Borders Committee and COBRO. In addition, the RCP called for establishing an effective planning partnership with Mexico. This goal was accomplished through the completion of the Otay Mesa-Mesa de Otay Binational Corridor Strategic Plan.

Current Efforts

Over the past year, SANDAG has been working on developing a framework for the preparation of a new regional plan for the San Diego region that extends to 2050. An important part of the planning process will be to incorporate the various regional policy areas that were addressed in the RCP into the new regional plan, now branded as San Diego Forward: The Regional Plan, and address some new emerging policy areas.

A comprehensive series of “white papers” will be developed over the next year on a range of policy areas including one focused on binational issues. The white papers would describe current conditions associated with the policy area (including existing plans, programs, and policies; new requirements; and emerging issues); explore the binational interrelationships among the “three E’s” of sustainability (including the economy, social equity, and the environment); describe additional topics that should be further considered, such as public health and demographics; describe potential funding resources related to the policy area; and propose key policy questions related to the policy area for consideration and discussion.

This “white paper” approach would provide policymakers, stakeholders, and the public with the opportunity to more comprehensively understand the region’s previous work, validate and/or refine the existing policies, and explore new policies within the context of emerging issues.

Parallel to this process, IMPLAN continues to finalize its Tijuana, Tecate, and Playas de Rosarito Metropolitan Zone Strategic Plan. This Strategic Plan, when combined with San Diego Forward: The Regional Plan, would help guide key planning efforts for the binational region into the future.

Next Steps

As part of collaboration efforts with the Tijuana, Tecate, and Playas de Rosarito Metropolitan Zone and the State of Baja California, the analysis contained in this staff report will continue to be refined in conjunction with other issue areas that will be included in the binational white paper for the Regional Plan. In addition, staff will begin to engage the working groups and policy advisory committees on this white paper and other plan components, and will seek public input drawing upon public participation methods contained in the final Public Involvement Plan. It also is envisioned that SANDAG will work with IMPLAN in the development of this white paper. In turn, IMPLAN would evaluate any new strategies for inclusion in a final version of the Tijuana, Tecate, and Playas de Rosarito Metropolitan Zone Strategic Plan.

CHARLES “MUGGS” STOLL
Director of Land Use and Transportation Planning

Key Staff Contact: Ron Saenz, (619) 699-1922, Ronald.Saenz@sandag.org

**JOINT MEETING OF THE BORDERS COMMITTEE, COMMITTEE
ON BINATIONAL REGIONAL OPPORTUNITIES (COBRO), THE
MUNICIPALITIES OF TIJUANA, TECATE , PLAYAS DE
ROSARITO, AND THE STATE OF BAJA CALIFORNIA**

March 22, 2013

AGENDA ITEM NO.: **5**

Action Requested: INFORMATION

CALI BAJA BINATIONAL MEGA-REGION INITIATIVE

File Number 3400200

Introduction

The San Diego Regional Economic Development Corporation (EDC) and the Imperial Valley EDC have been jointly developing the Cali Baja Binational Mega-Region Initiative, which is a long-term economic development strategy partnering San Diego County, Imperial County, and Baja California for global competition. The main focus is to market these two regions and Baja California as a "Mega-Region" - a combined economic partnership to compete in an increasingly global economy.

Discussion

San Diego County is one of the leading high-technology hubs in the world. An educated workforce, world-class academic and applied research centers, access to venture capital, and well-developed life sciences, cleantech, defense, and software clusters make the region's intellectual capital and diverse economy a competitive advantage. In addition, its neighbor to the east, Imperial County, is a hub for renewable energy, agribusiness, and international trade and logistics industries.

To complement the San Diego and Imperial County regions, Baja California is host to a sophisticated manufacturing base, extensive higher education system, large labor pool, and competitively priced workforce. It also has a steady supply of engineers, an established medical device, automotive, aerospace, and logistics clusters.

Recognizing the strengths of these binational regions the Cali Baja Binational Mega-Region Initiative was established. Its initial goal of creating a branding and marketing strategy was included in the Final Phase I of the Mega-Region Strategic Action Plan, which was submitted and accepted by the U.S. Department of Commerce Economic Development Administration (EDA) in April of 2009.

Since then, the Cali Baja Binational Mega-Region Initiative has been working to coalesce its organization by signing the Marketing "Rules of Engagement" Memorandum of Understanding in June 2011. This expanded partnership includes the Tijuana EDC, Economic Promotion Commission of Ensenada, Economic Promotion Commission of Tecate, and Industrial Development Commission of Mexicali. This expansion was in addition to existing partners in the U.S. such as: the County of San Diego, Port of San Diego, Imperial Irrigation District, and other members representing local industry and businesses. A Mega-Region marketing team also was organized and is working on

several efforts including a commitment to participate in marketing and trade shows, and updating the Cali Baja Web site.

In addition, to further support these efforts, \$48,000 from a group of binational stakeholders was used for the initial development of an asset map. This map is currently being developed to show data on four industry sectors considered strategic for the region's future growth: clean tech, applied biotech, advanced manufacturing, and logistics. The aim is to include agribusiness in the near future. A presentation demonstrating the functions of this map will be provided during the meeting.

Next Steps

SANDAG staff will continue to monitor work with the San Diego Regional EDC and its partners on the Binational Mega-Region initiative. Periodic updates will be brought to the Borders Committee as progress is made on this initiative.

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